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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/898,600	07/03/2001	Ravi Gauba	80398.P448	1960
7590	11/15/2007		EXAMINER	
Florin Corie BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP Seventh Floor 12400 Wilshire Boulevard Los Angeles, CA 90025-1026			PENG, FRED H	
			ART UNIT	PAPER NUMBER
			2623	
			MAIL DATE	
			11/15/2007	DELIVERY MODE
				PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	09/898,600	GAUBA ET AL.
	Examiner Fred Peng	Art Unit 2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 21 August 2007.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1,2,4,5,7-16,18,19,21-29,31,32 and 34-38 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-2, 4-5, 7-16, 18-19, 21-29, 31-32 and 34-38 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____
- 5) Notice of Informal Patent Application
- 6) Other: _____

DETAILED ACTION***Response to Arguments***

1. Applicant's arguments filed 08/21/2007 have been fully considered but they are not persuasive.

Applicant argues on page 9 of Remarks that neither Sitnik nor Lawler teaches or suggests a play sequence that comprises content segments linked together though segment information as claimed in independent claims 1, 12, 28, the combination cannot be properly interpreted as disclosing the claimed element.

The Examiner respectfully disagrees with applicant's arguments. Sitnik does teach or suggest a play sequence that comprises content segments linked together though segment information (Col 8 lines 35-40; display different advertisement based on the country information in each ad).

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-2, 4-5, 7-16, 18-19, 21-29, 31-32 and 34-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sitnik (US 6,160,570) in view of Lawler (US 5,758,259).

Regarding Claims 1, 12 and 28, Sitnik discloses an apparatus (FIG.2) with corresponding method and computer readable medium comprising:

a control module (FIG.2, -19, -30) to retrieve a detailed profile of a user and content information associated with a selected content file (Col 8 lines 19-27), and to select a play sequence of said selected content file based on said detailed profile and said content information (Col 4 lines 8-33, Col 5 lines 1-11, Col 8 lines 34-37); said selected content file comprising a

plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information (Col 8 lines 35-40); and

a presentation module (FIG.2, -14) to present said play sequence to said user (Col 3 lines 29-41; Col 9 lines 24-49),

wherein said control module modifies said play sequence if further selection input is received from said user in response to presenting said play sequence (Col 7 lines 47-51; Col 9 lines 5-10; in which Sitnik teaches the user can switch a previously selected commercial off/"zapping" which then causes a default commercial/presentation sequence to be displayed which (although not specifically disclosed) is a modification of the pre-selected play sequence in response to a further user input selection).

However, Sitnik fails to disclose a control module to generate an interactive list of content files for presentation to a user based on a profile of said user, to receive a selection input command selecting a content file from said interactive list.

In an analogous art, Lawler discloses a control module to generate an interactive list of content files for presentation to a user based on a profile of said user, to receive a selection input command selecting a content file from said interactive list (Col 4 lines 43-57).

It would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Sitnik 's system to include a control module to generate an interactive list of content files for presentation to a user based on a profile of said user and receive a selection input command selecting a content file from said interactive list, as taught by Lawler for the added advantage of helping the viewer easily and quickly to identify and choose the preferred program among hundreds of programs.

Regarding Claim 13, Sitnik further discloses a storage module (12, 22, 24) to store the detailed profile of the user (Col 6 lines 37-60) and a plurality of content files including the selected content file (Col 5 lines 2-11; Col 3 line 64-Col 4, line 34; Col 5 lines 33-46).

Regarding Claims 2, 14, 15 and 29, Sitnik further discloses the control module receives an explicit input command from the user, the explicit input command requesting a change in the play sequence of the selected content file (Col 8 lines 15-16; lines 25-26; lines 41-49; 55-61; in which a user inputs an explicit request to insert an alternative image, e.g., an ad for a preferred team), and further selects a modified play sequence of the selected content file based on the explicit input command (Col 8 lines 2-62).

Sitnik further anticipates the presentation module further presents the modified play sequence to the user (Col 8 lines 35-52; Col 3 lines 29-41; Col 9 lines 24-49).

Regarding Claim 16, Sitnik further discloses the control module retrieves the profile of the user and the plurality of content files from the storage module and selects at least one content file of said plurality of content files based on said profile of said user (Col 5 lines 33-46; Col 4 lines 53-59; Col 8 lines 1-18).

Regarding Claims 4, 18 and 31, Sitnik further discloses the selected content file comprises audio/video data (Col 9 lines 24-43; Col 3 lines 51-64).

Regarding Claims 5, 19 and 32, Sitnik further discloses the content information (synchronized video signals) associated with the selected content file comprises a description of the selected content file (control data) (Col 5 lines 57-Col 6 line 3) and news (identification data reads on news/current information) related to the selected content file (Col 3 lines 66-Col 4 line 7).

Regarding Claims 7, 21 and 34, Sitnik further discloses the control module processes the segment information of the each content segment and the profile of the user to match the segment information with the profile, and selects a predetermined number of content segments

from the plurality of content segments in a predetermined order to form the play sequence (Col 6 lines 30-37; Col 7 lines 31-40; Col 8 lines 19-34).

Regarding Claims 8, 22 and 35, Sitnik further discloses the play sequence comprises a predetermined number of content segments of the selected content file in a predetermined order and the modified play sequence further comprises the predetermined number of content segments in a modified order requested by the explicit input command (Col 8 lines 24-52).

Regarding Claims 9, 23 and 36, Sitnik further discloses the control module selects advertising material based on the profile of the user and the presentation module further presents the advertising material to the user together with the play sequence of the selected content file (Col 8 lines 35-52; Col 9 lines 10-56; Col 4 lines 8-34).

Regarding Claim 24, Sitnik further discloses the profile of the user is stored in a profile storage area of the storage module (Col 6 lines 37-43).

Regarding Claim 25, Sitnik further discloses the plurality of content files is stored in a content storage area of the storage module (Col 5 lines 2-10 & lines 51-61).

Regarding Claims 10, 26 and 37, Sitnik further discloses the explicit input command requests presentation of at least one advertisement to the user (Col 8 lines 34-52 & 55-62; Col 9 lines 24-49).

Regarding Claims 11, 27 and 38, Sitnik further discloses the control module selects the at least one advertisement based on the explicit input command and the presentation module presents the at least one advertisement to the user (Col 8 lines 35-52 & 55-62; Col 8 lines 15-18).

Conclusion

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Fred Peng whose telephone number is (571) 270-1147. The examiner can normally be reached on Monday-Friday 09:00-18:30.

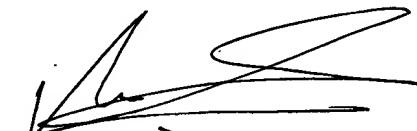
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vivek Srivastava can be reached on (571) 272-7304. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Fred Peng
Patent Examiner

Vivek Srivastava
Supervisory Patent Examiner



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